



Eden Smithbury

Digital Design Portfolio

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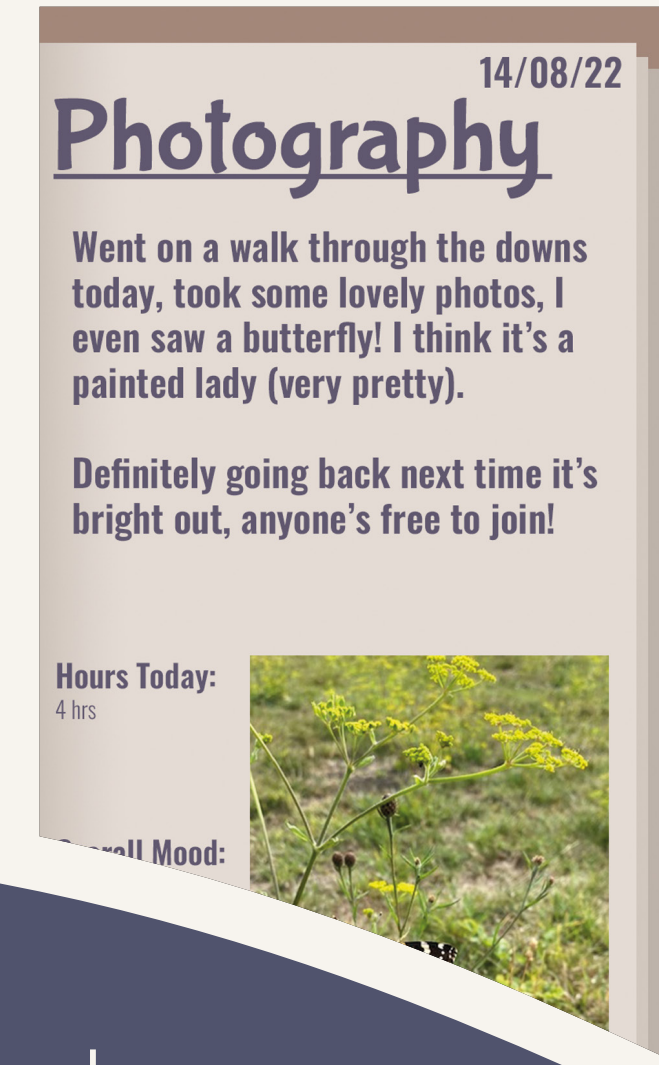


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A Self-Help App With Friends

2nd Year | 12 Weeks | Individual Project | Branding, UI & Illustration

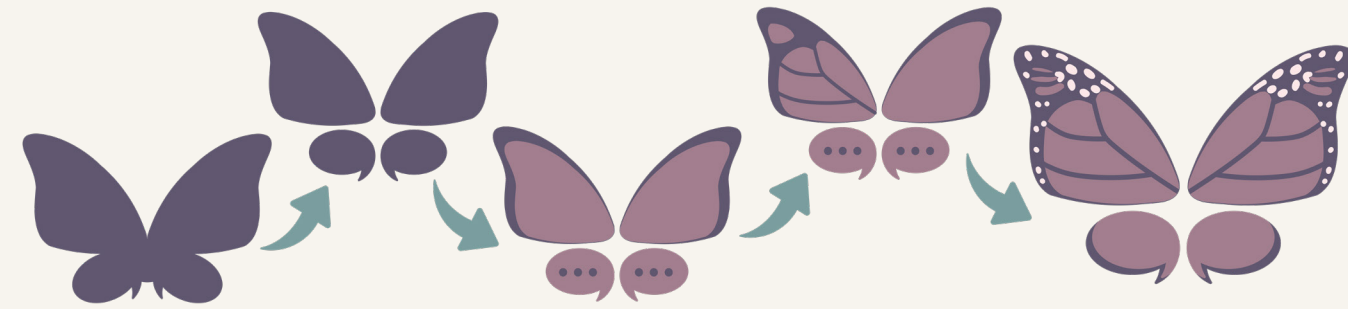
Flutter



Logo

The Flutter project focused on answering the RSA brief of 'Amplifying Connections' by reconnecting people after Covid, and helping each other work towards mental health goals, such as consistent sleep and regular meals.

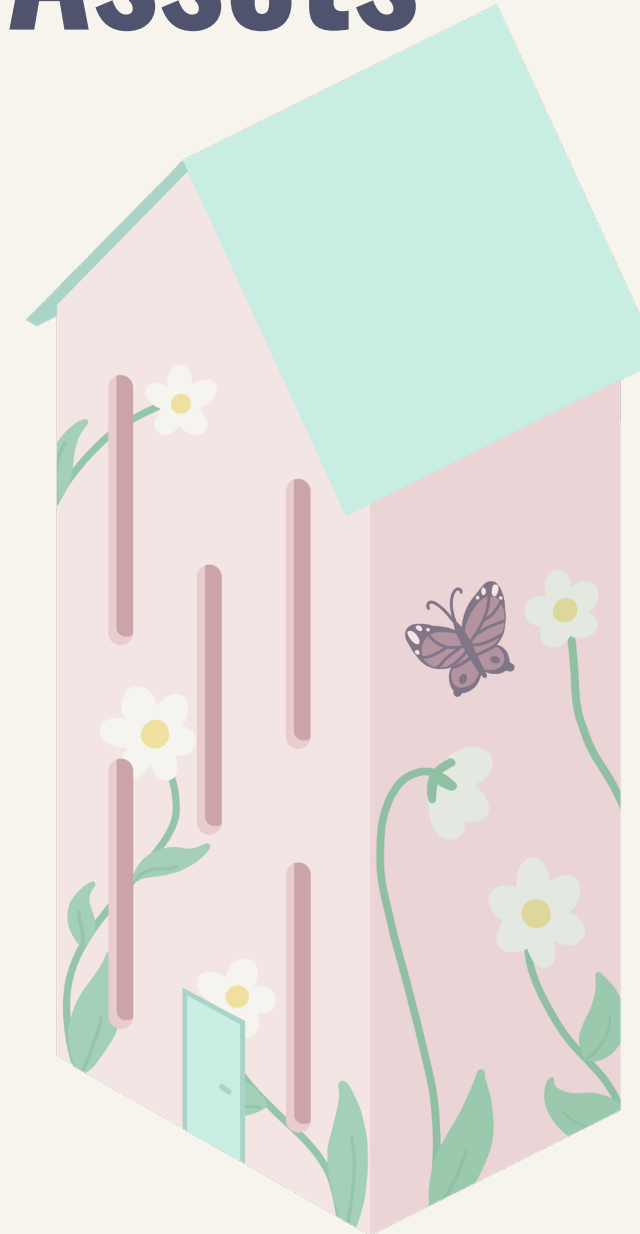
As a name, flutter represents the USP of the app being the social aspect by connecting to the phrase 'Social Butterfly' as well as representing a journey towards betterment, made together, as a group of butterflies is called a flutter.



When making the logo, I tried to draw attention to the speech bubbles to represent communication whilst also being a butterfly to increase brand identity.



Assets



The app features gamification, allowing users to improve mental health by building a town. Each building represents a different area of their life they are trying to improve.

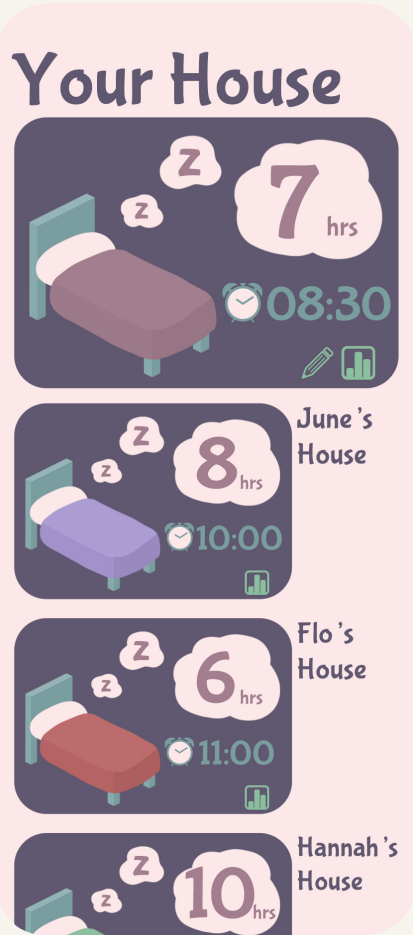
The Butterfly House is where users log their sleep, the Library is where they journal about activities to keep track of time management, and the Café to keep track of eating consistent meals.



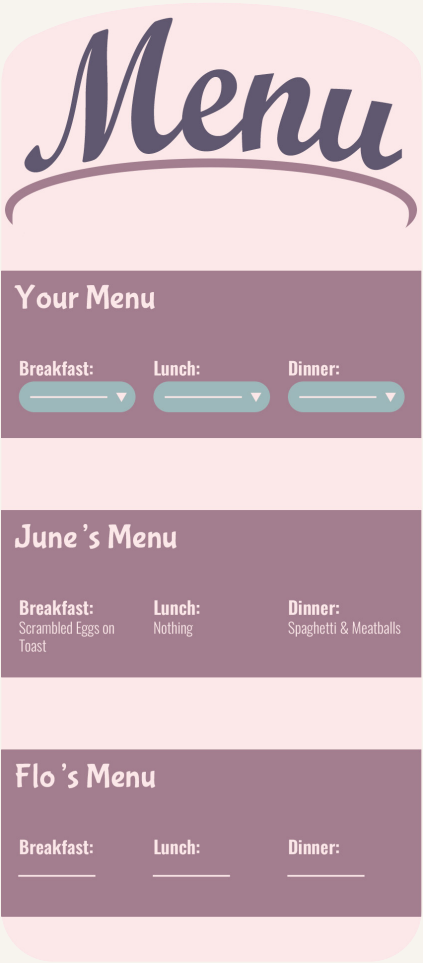
Menus

Each building is used to access a menu which is where users log their experiences for the day. On here, they can also see how friends are getting along and use this information to gently encourage and remind each other to take care of themselves.

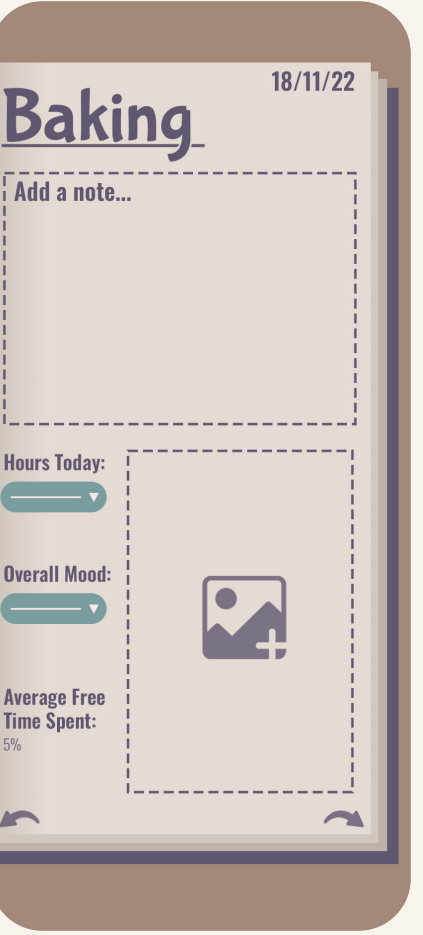
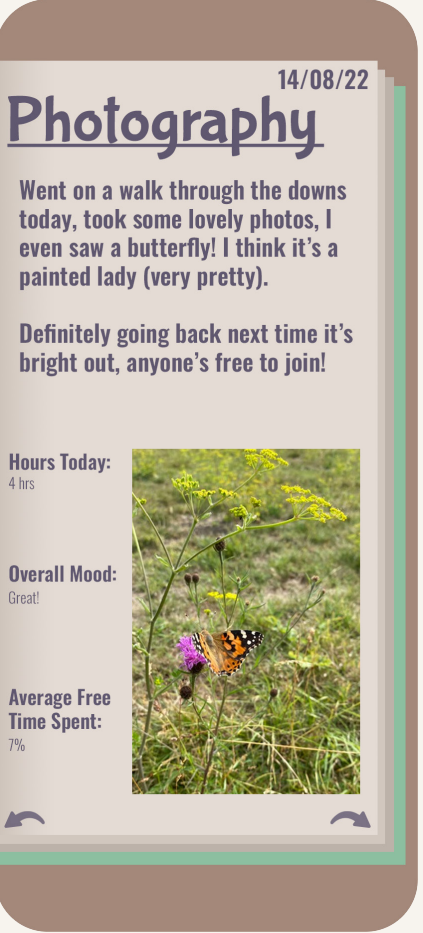
When creating the menus, I tried to create a sense of immersion for the users to feel like they were contributing to something, such as the Café “menu” feeling like a meal menu for each day.



The Butterfly House is where players log sleep and see how much sleep their friends have gotten. This can also be used to set alarms for a consistent sleep schedule, and review statistics for more general figures.



Regarding time management in the Library, I considered it important for users to consider hobbies and allotting time for such, so in the Library, users can read about their friends' hobbies in the books like a journal.





A Board Game To Inspire Positivity
3rd Year | 24 Weeks | Individual Project | Game Design & Branding

Cast

Logo

Cast is an asymmetric deck building board game that tries to promote positive actions between players rather than negative ones. There are many opportunities for player interaction, however players are rewarded for being nice to each other, and reprimanded for meaner actions.

The game is themed after witches preparing for a duel by casting spells and trading knowledge with their competitors. Each game concludes with a duel which leaves the last person standing as the winner.



The logo represents to of the aesthetic styles of the game. Firstly, the glowing, flowing, colours are to show spells being cast, and each represents a different magic type in the game. Secondly, the letters are shaped as though they were written with a fountain pen, showing a more classic handwritten style.

Cards

Front



Back



Players use cards to take actions which include separate actions for the first and second phase of the game. Each card has a suit of a different magic type to determine what type of action it might be.

The cards are themed after players using cards to cast spells. They are designed to look like pages in a spell book, and the back is meant to look like the cover of a spell book.

Tokens

Magic tokens are used as “currency” in the game, and show players’ skill in each magic type. The different magic tokens are used to buy different types of cards.

If players use powerful cards they earn corruption, which should be avoided as it loses you an advantage in the duel.

Nature



Healing



Oracle



Temporal



Necrotic



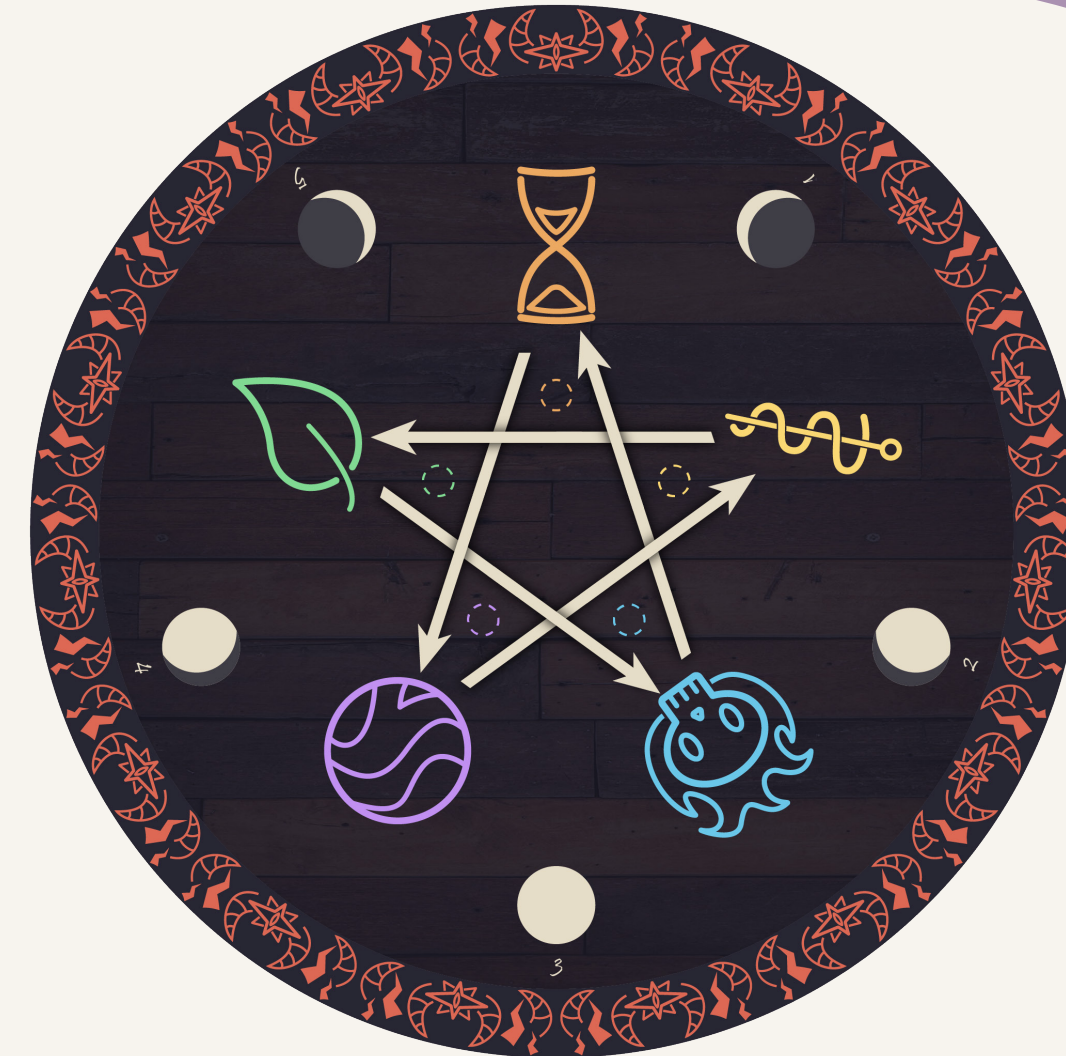
Corruption



Board

During the duel, cards can be cancelled by stronger magic types as illustrated in this diagram. The board is also used to track the turns using the moons on the outside.

It is styled after a witch-esque ritual circle, although has helpful arrows and icons to transfer the information of how the game works.



This game is still currently in development, so if you're interested, visit my website.



A Survival Game With A Focus On Sleep

2nd Year | 12 Weeks | Group Project | Branding & Motion Design

Hysteria



Logo

Many survival games focus on different elements of survival, such as food, shelter, and oxygen. Hysteria is unique by focusing on sleep deprivation as a game mechanic to create a sense of tension for the player.

As the player loses sleep, they will begin to hallucinate, and may even mistake friends for enemies, creating a real sense of hysteria.

The presence of the eye in the branding and gameplay is to represent the energy of the player. Not only does it give the dreary feeling of falling asleep, but also suddenly being shocked awake, and fearful.



Logo Variations

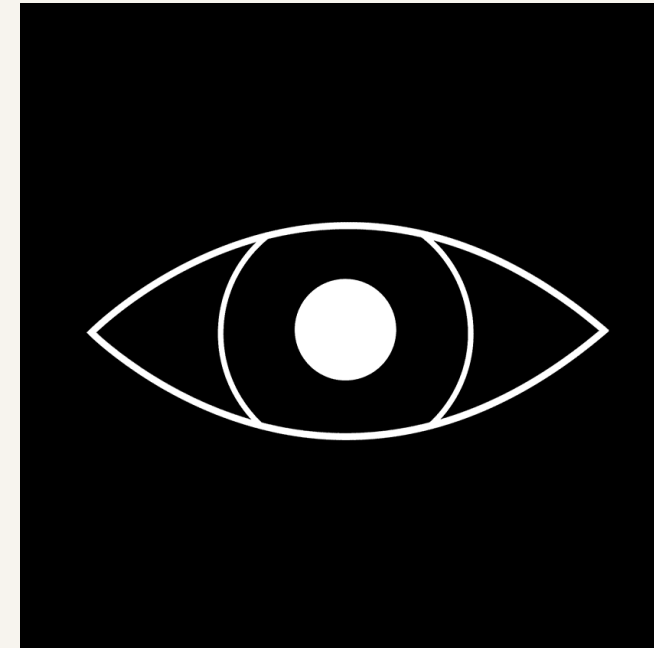


This logo is also animated

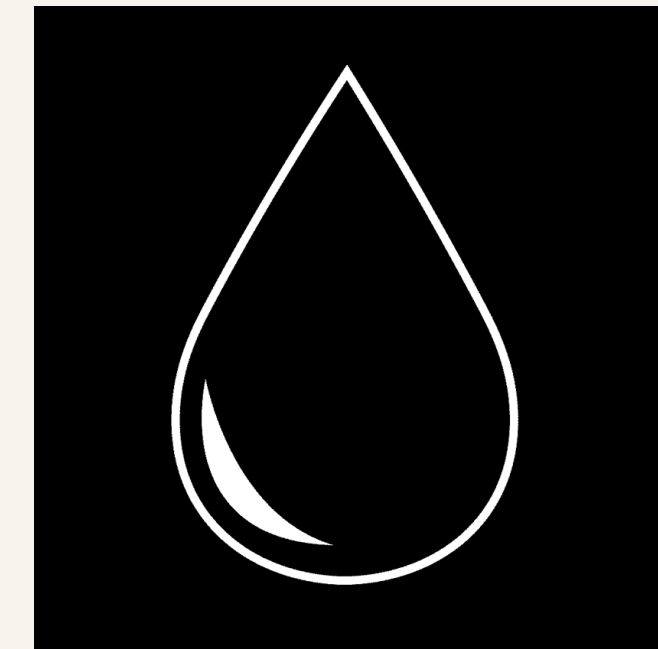
You can view it by scanning the QR code.



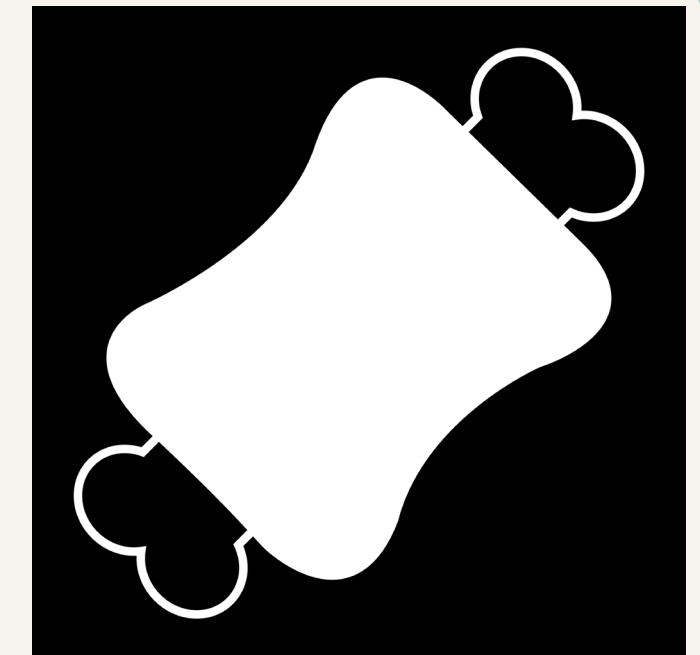
UI



To create suspense for the player, none of the stats have a percentage, so players don't have an exact idea of how well they are doing for each. This means that the stat bars need to be clear and detailed so that players can have an accurate idea of how they are doing.



To see the stats in motion, scan the QR code for a gif of each.





A Game Of Fantasy Gardening

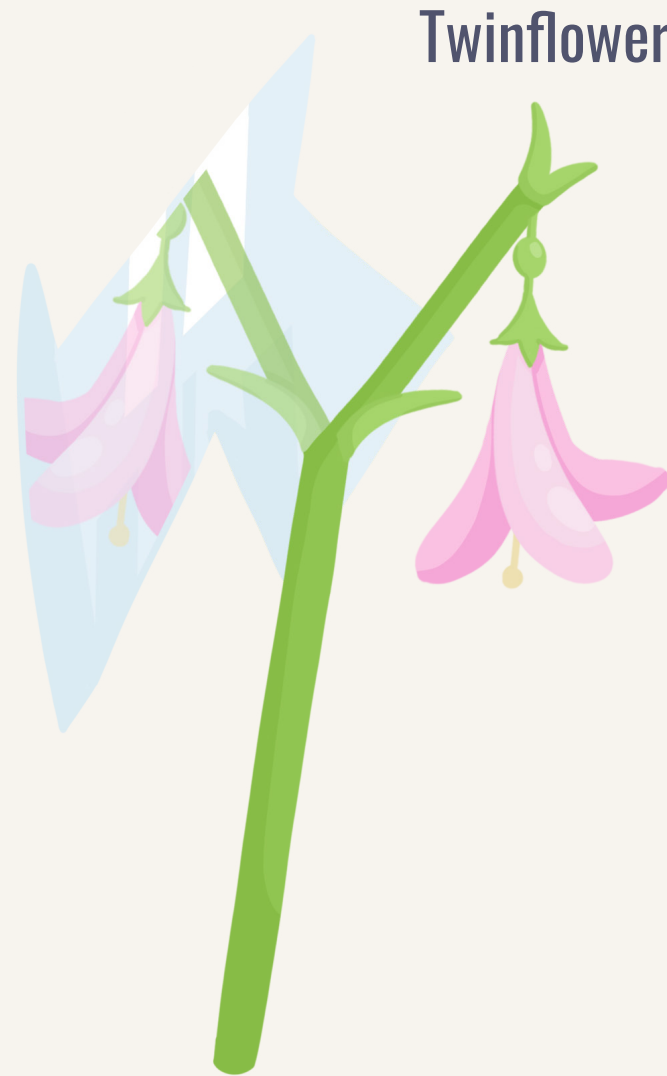
1st Year | 12 Weeks | Group Project | Logo Design & Illustration

Alchemist's Garden



Flowers

Alchemist's Garden is a fantasy game about trying to bring life to the world by growing flowers. When making the flower designs for the group project, I chose real-life flowers but put a fantasy spin on each of their names. Many flowers have strange names as descriptors of what they look like, so I highlighted these features on the original flower to create a narrative story for the world of many alive flowers that the player was interacting with.



Twinflower



Kingcup

Snake's
Head
Fritillary



Ghost
Orchid



Snowdrop



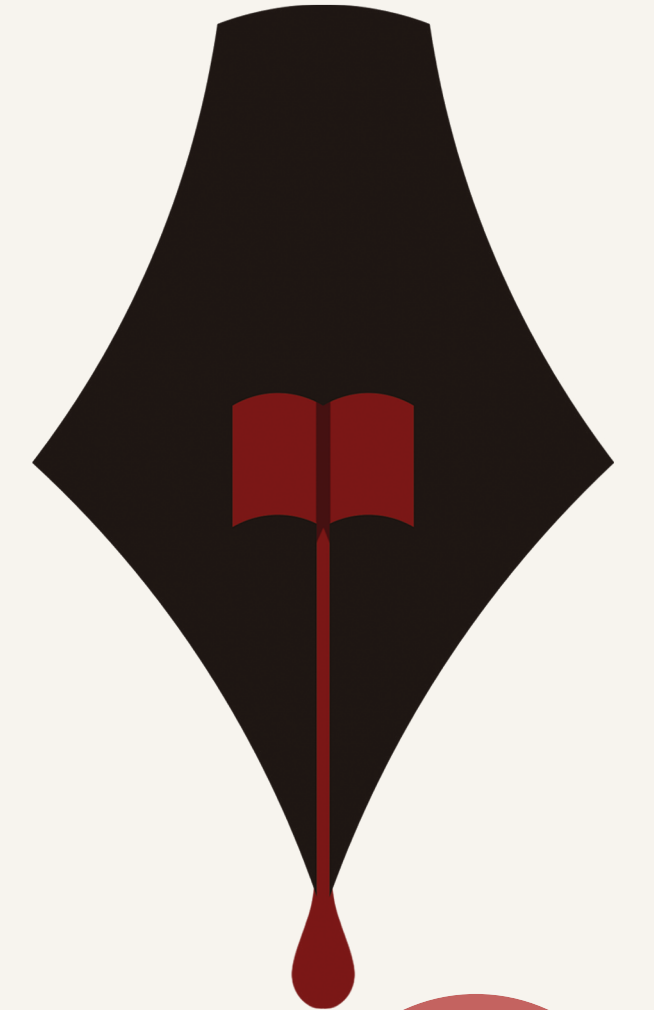
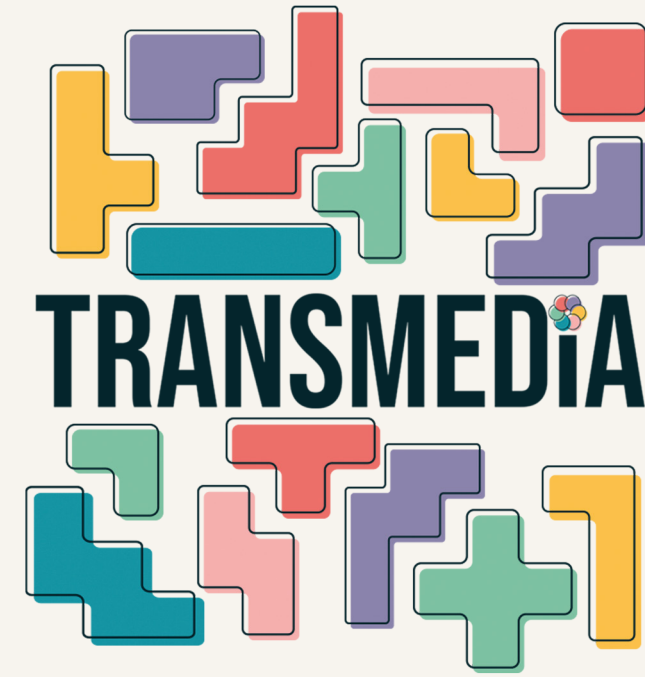
Lady Orchid

Logo

After growing flowers, the player would then make potions from them to sell, so I tried to represent every aspect of the game with the logo with a secondary colour. The purple hat is to represent the player character, the leaf to represent the gardening aspect, and the potion to show the alchemy the play would then perform with the plants.

I also gave the word 'garden' a potion-like texture to further the theme. This included a potion pooling at the bottom of the letters and a glass shine as if they were bottles.





Highlights Of Various Other Projects

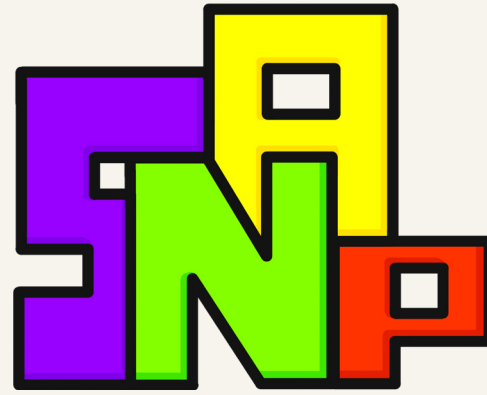
Best Bits

3rd Year | 2 Weeks | Individual Project | Logo Design

Missing Piece ▼

Missing Piece is a second-hand board game seller that focuses on selling spare pieces to niche games. This means the pieces can be bought separately rather than a game being ruined once one piece goes missing.

Sellers also stand to gain a profit by selling pieces to a complete game separately.



Snap is a console that is controlled through an app. The controller UI was created to feel familiar to a real controller, as the players would need to view a separate screen. Using this method, the UI display can adapt for different games.



▲ Snap

1st Year | 6 Weeks | Group Project | Logo Design & UI

2nd Year | 12 Weeks | Group Project | Branding

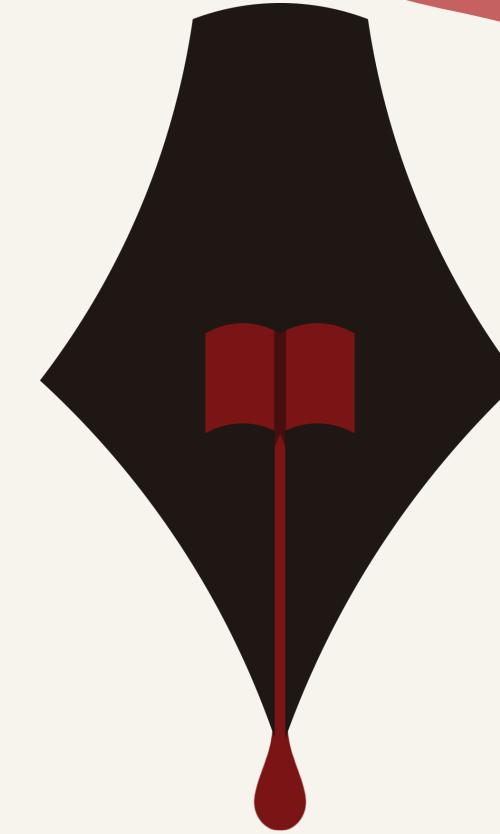
Transmedia ▼

Along with helping organise the Transmedia Exhibition of 2023, I also did work on the branding and narrative for the event. The message was to stand out as designers and developers, and to show how much we contributed to society, as many designs are often overlooked.

The branding featured bold colours to represent each pathway in the course which could be used as navigation for visitors viewing the exhibition.



TRANSMEDIA



This logo represents the co-op game of book and pen where two players use clues inside and outside VR to solve a mystery. The theming of the game is dark academia, similar to a classic library aesthetic.

The logo features the pen as the main focus, but hidden within is the silhouette of the book, filled with red ink.

▲ Book and Pen

1st Year | 6 Weeks | Group Project | Logo Design



The Designer

Hey, thanks for reading my portfolio, my name is Eden, and I'm the designer behind it.

I enjoy doing illustration and design both in class and in my own time. The focus of many of my projects tends to settle on branding and gamification. Some of the best parts of design, for me are brainstorming and improving ideas for projects.

Some of the reasons I enjoy designing for games is it creates an immersion for the player to experience, which can be done in a variety of ways. With these designs, I tend to focus on the creative aspect, and can be a little non-traditional at times. My game design interest is both toward video game design and board game design, and I play both in my spare time.





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